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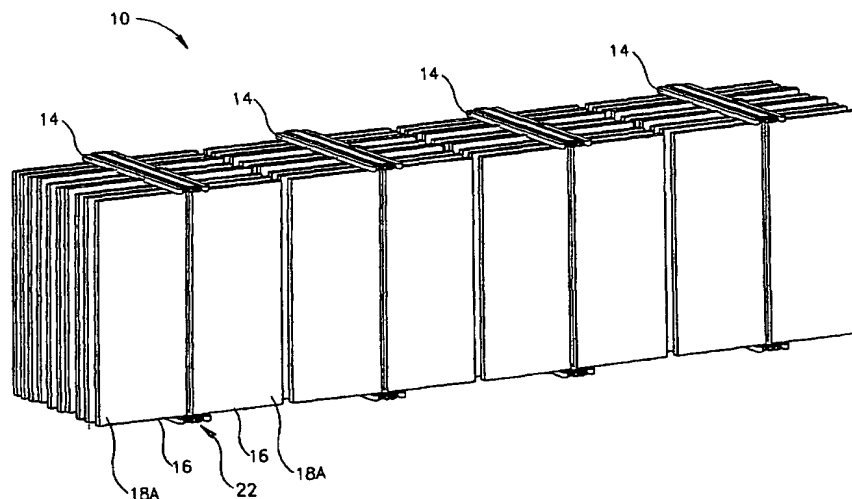
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For two-letter codes and other abbreviations, refer to the "Guid-  
ance Notes on Codes and Abbreviations" appearing at the begin-  
ning of each regular issue of the PCT Gazette.

(54) Title: MULTI-PICTURE LOUVERED ADVERTISING SIGN APPARATUS AND METHOD



(57) Abstract: A multi-picture louvered advertising sign (10), using sign louvers (16) that move around individual tracks (14) in electromechanical synchronization. The synchronization mechanism utilizes sensors and a transmission mechanism that operates in response to control commands, such that the louvers come into an exposed position, at which point they temporarily rest, providing the required display. In sequential fashion, other louvers on the track are moved into the exposed position, so that the display is constantly updated. In a typical construction, each track has twenty louvers, with the faces of the louvers oriented generally perpendicular to the track that they traverse. Thus, per the louver mounting orientation of the present invention, an increase may be achieved over the prior art in the number of pictures that can be displayed. A recurring sequence may present animation of a set of still images.

# INTERNATIONAL SEARCH REPORT

International application No.

PCT/IL03/00329

## A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) : G09F 11/02

US CL : 40/503, 505

According to International Patent Classification (IPC) or to both national classification and IPC

## B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

U.S. : 40/454, 470, 473, 493, 494, 503, 505; 434/428, 430

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)  
EAST

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 5,987,792 A (REYES-PARIS) 23 November 1999.	
A	US 6,206,077 B1 (STANFILL) 27 March 2001.	
A	US 5,255,465 A (PEREZ) 26 October 1993.	
A	US 5,416,996 A (CLEMENS) 23 May 1995.	
A	US 5,572,816 A (ANDERSON) 12 November 1996.	
A	US 5,003,716 A (DYER) 02 April 1991.	
A	US 5,511,330 A (HAVENS) 30 April 1996.	



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